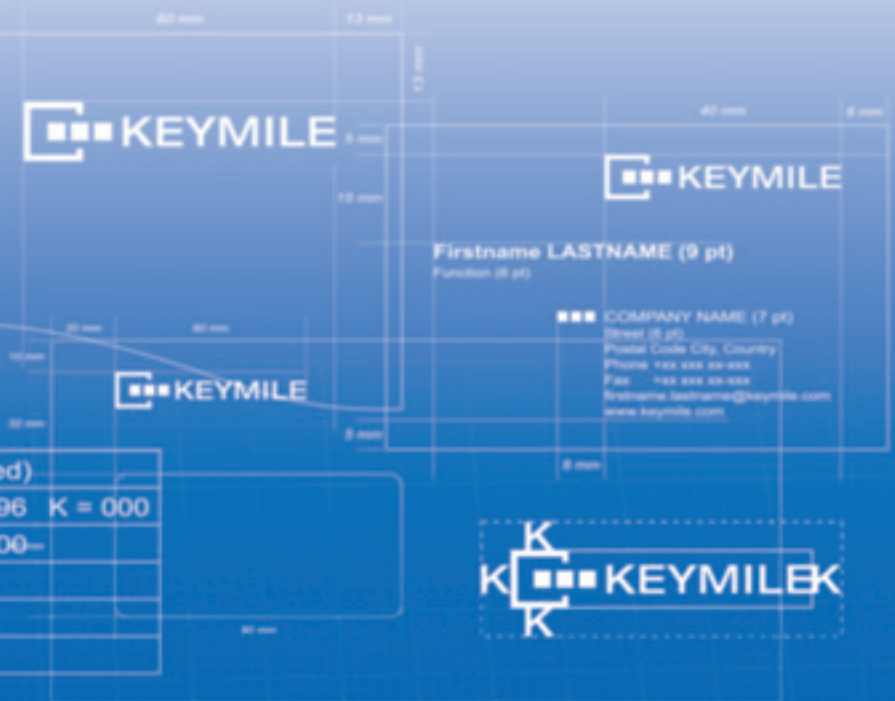


CORPORATE DESIGN MANUAL



PANTONE	151 C/U (coated/uncoated)
CMYK	C = 000 M = 063 Y = 096 K = 000
RGB	R = 255 G = 115 B = 000
HKS	7 (K)
RAL	2008 (Hellrotorange)
WEB	#FF6600



CORPORATE DESIGN

What does that mean?

English technical terms often cause problems for non-native speakers: Do we need a »Corporate Design« or a »Corporate Identity«? And what is the difference anyway?

Corporate Identity (CI) describes the entire company identity or personality. It is composed from different elements:

- Corporate Design (CD) incorporates the visual appearance of a company and consequently guarantees for optical recognizability. Components are the logo, the company colour and font and the design pattern.
- Corporate Communication (CC) comprises all communication instruments and measures to present the company and its performances to the relevant target groups.
- Corporate Behaviour (CB) comprises the exposure of every individual (employee and employer) to its environment.

INTRODUCTION

These elements live on by the employees, the company's products and the multitude of communication.

The following specification of the Corporate Design of KEYMILE guarantees for an image that is internationally homogeneous and thus makes our company distinctly recognizable to the exterior. Only by adhering to these guidelines we achieve the best possible recognition of KEYMILE.

In spite of these guidelines there should be enough room for textual and creative margins. Your feedback is important and very welcome.

You can contribute essentially to optimize the Corporate Design and make this important project a success. Please direct your suggestions and questions directly to the Corporate Marketing.

FEEDBACK DESIRED



STANDARD VERSION

Logo as picture/word label

The KEYMILE logo is the figurehead and business card of our company and thus it is an important component of the Corporate Design.

The logo is a designed picture/word label. It is easy to percept visually. The KEYMILE logo is registered and thus protected against misuse.



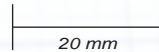
The principle is: The logo may only be applied in the standard form shown above. Please take care that its minimum size must be at least 40 mm width to grant legibility. As a guideline for the application of logos on documents 60 mm is a valid size (corresponds to the size on printed documents).



For widths below 20 mm only use the word without picture label (KEYvisual).



KEYMILE



EXCEPTIONS

Application of the logo with width below 40 mm

To ensure that the logo comes into its own leave enough space around it. As rule of thumb: The distance between the logo and all surrounding objects has to be least as large as the size of K from the KEYMILE signature.



LOGO PLACEMENT

Let some free space

The logo has to be placed on all printed matters in the right area of the document (above and below).



FORM & PROPORTION

No alienation

Compressions, distensions and other deformations are not allowed. The default proportions have to be kept all the time (apply proportional scaling).



The KEYMILE logo may be used without exception only in the defined colours and the shapes defined in this document.

If the logo appears on a dark background it should be set in negative. On a black background the picture can be set in the colour orange and the letters in the colour white.

In general, take care there is always sufficient high contrast to reach a good legibility.





FIGURATIVE MARK

The **KEYvisual** may get disassembled and be used as decorative element.

The **KEYvisual** should only be used moderately (e. g. in the background).

The graphical bracket – **KEYhead** – may be used to enclose headlines.



HEADLINE

The squares – **KEYsquares** – can be used together or individually e. g. for enumerations.

The elements of the **KEYvisual** may only be used in the defined CD colours orange, black, white or grey.

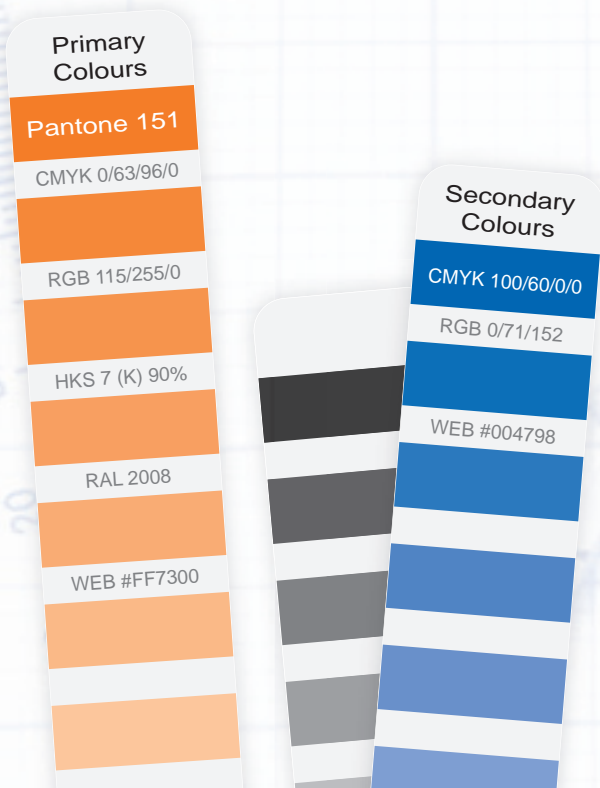
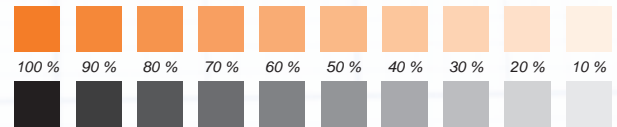
In general we recommend to apply the design elements in an unobtrusive way.



- Numeration Text
- Numeration Text
- Numeration Text

COLOUR DEFINITION

The colour application of the house colour Pantone 151 and black is always the ideal application.



For the four-colour print process according to Euro scale (CMYK) the orange tone composes from the values 63 % magenta and 96 % yellow. The grey scale for the b/w conversion is 35 % black. If possible the true colour Pantone 151 should be employed as fifth colour for four-colour print.

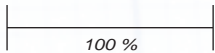
The secondary colour for backgrounds is a blue from the Euro scale (CMYK = 100/60/0/0).

TYPOGRAPHY

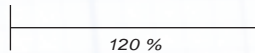
As a self-contained graphical element the font type Helvetica New Extended was selected for the KEYMILE logo.

In text formatted with Arial the word KEYMILE has to be written always in capitals. The font width has to be scaled to 120 %.

KEYMILE



KEYMILE



KEYMILE is female and singular

For availability reasons and due to its application ability the standard font type Arial is employed exclusively. Exception: The marketing uses the font Avenir for printed media.

NOTATION

KEYMILE in running text

GENDER

CORRESPONDENCE

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

TYPE SIZE

Pay attention to legibility

Select the font size big enough to always grant good legibility of the text. We recommend Arial 10 points for business correspondence.

TEXT STYLE

Left-aligned ragged margin

For larger text quantities we recommend a moderate left-aligned ragged margin with hyphenation. Grouped style may be used only by the way of exception.

HEADLINE

Arial regular in capitals
Font width: 120 %
Recommended sizes: 18 - 24 points
Recommended colours: black/white

TITLE

Arial bold in capitals
Font width: 120 %
Recommended sizes: 14 - 18 points
Recommended colours: orange/white

Continuous text

Arial regular
Font width: 120 %
Recommended sizes: 9 - 14 points
Recommended colours: black/white

Line Spacing depends on the font size. The standard value is the font size plus 25 %.

PRINTED MATTER

Obligatory design guidelines are applicable for printed documents as stationery, business cards, envelopes etc. This also leads to a worldwide recognizability of KEYMILE.

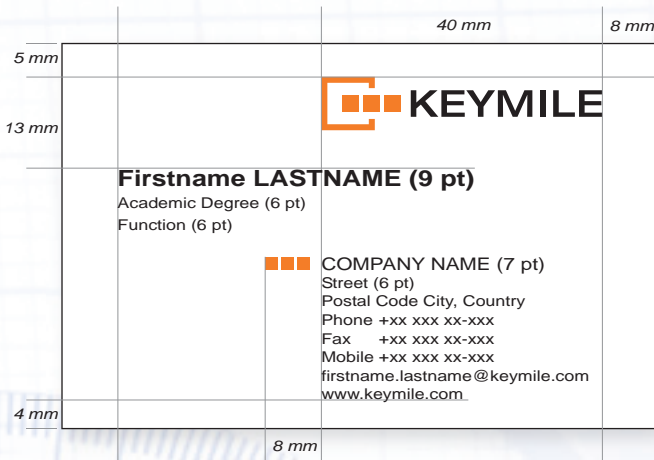
Business cards have to be printed preferably with the 2c true colour mode. Business cards are ordered exclusively via the Marketing department in Hanover. Please pay attention to the correspondent guidelines on the KEYnet.

BUSINESS CARDS

2c print

Size: 85 x 55 mm

Paper: 300 g (offset)



STATIONERY

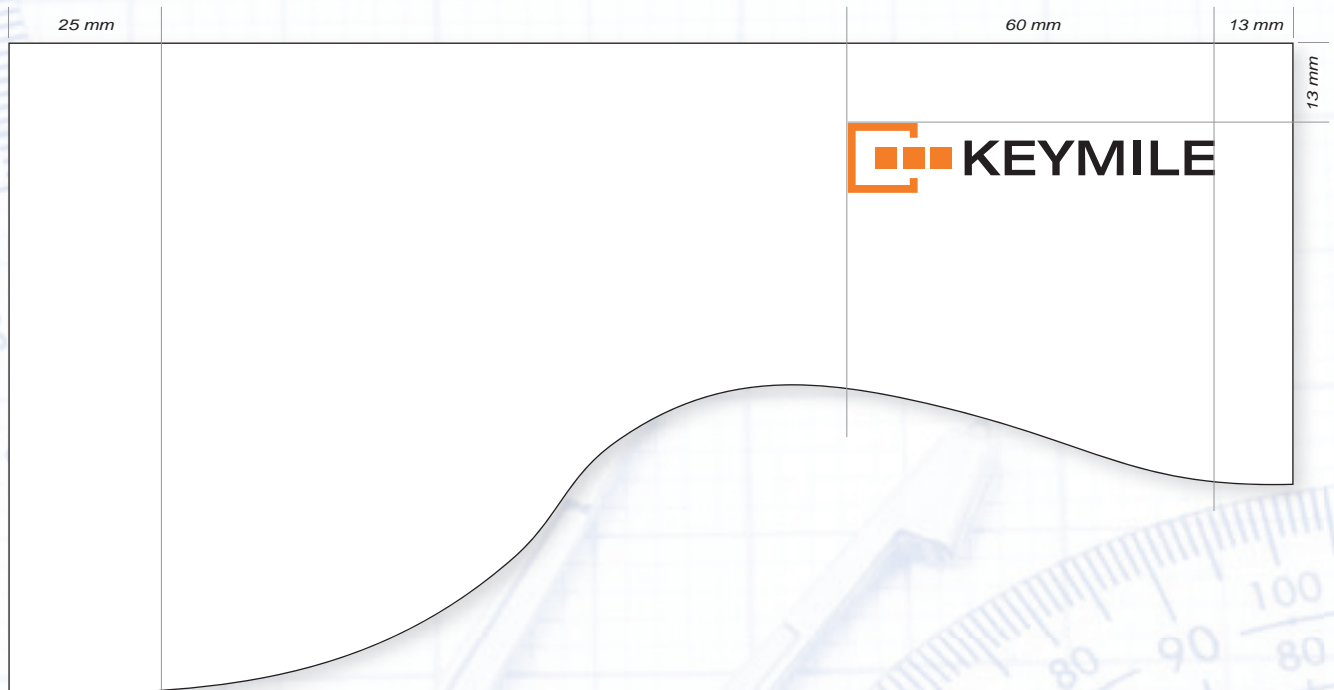
2c print

Size: DIN A4 (297 x 210 mm)

Paper: 90 g (Hartpost/offset)

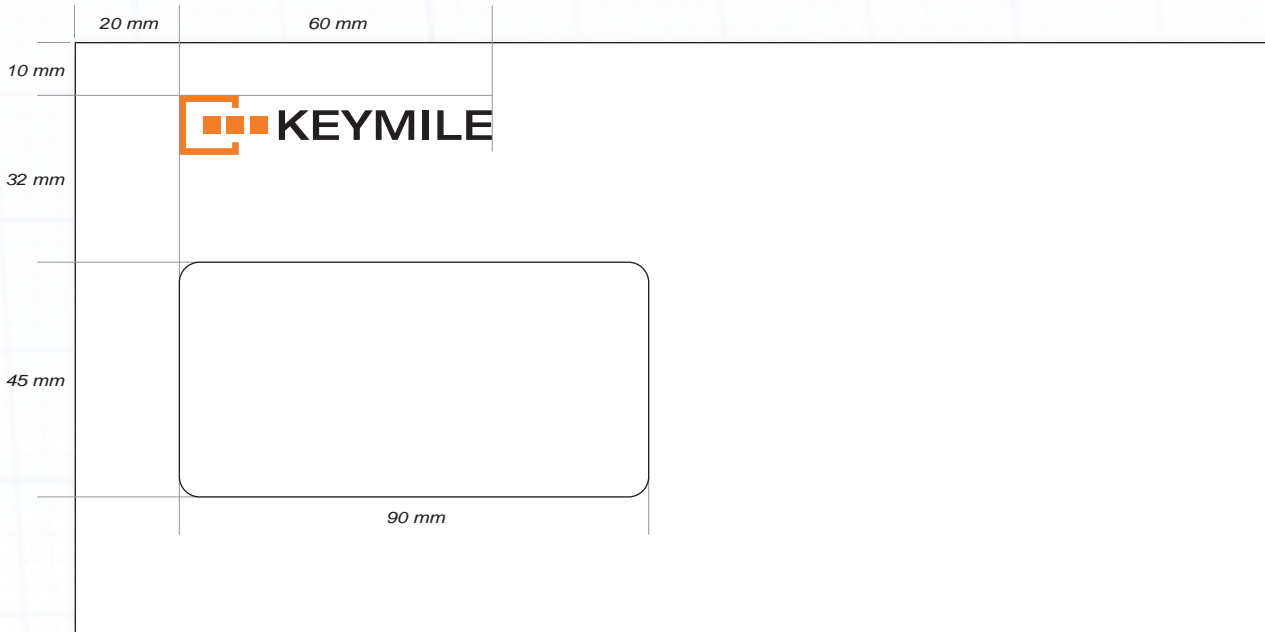
There is stationery with the current KEYMILE logo. Corresponding Word templates with and without logo, different languages and KEYMILE sites can be found in the KEYnet (Process landscape/information).

Word templates can also directly be opened in the program.





PRINTED MATTER



Envelopes are also printed in 2c true colour mode, preferably.

Due to the postage area at the top right corner and the mandatory reading area in the whole lower part the logo must be placed exceptionally at the top left.

ENVELOPES

2c print

Size: DIN C6 (229 x 324 mm)

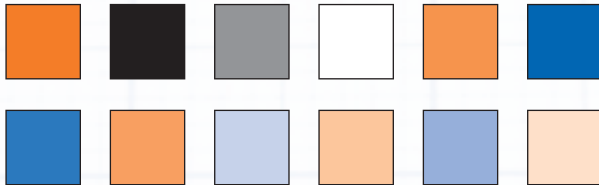
DIN C5 (162 x 229 mm)

DIN C6/5 (114 x 229 mm)

Paper: 90 g (Hartpost/offset)

APPLICATION EXAMPLES

COLOUR SPACES



EXAMPLES

Cover pages, 5c print



For further applications of the company appearance different percent scales of the basic colours and possible combinations are provided.

Some application examples shall support the creative sense for realisation.

KEYMILE logo and CD manual is also available in the KEYMILE web pages (About KEYMILE/Media Centre/Logos).

APPLICATION EXAMPLES

Hints:

- Use large area images consistently
- Employ vertical and horizontal bars – this produces contrast and helps to create a graphical structure
- Select your images from the topics human being, communication and speed

EXAMPLES

Inner face, 5c print



